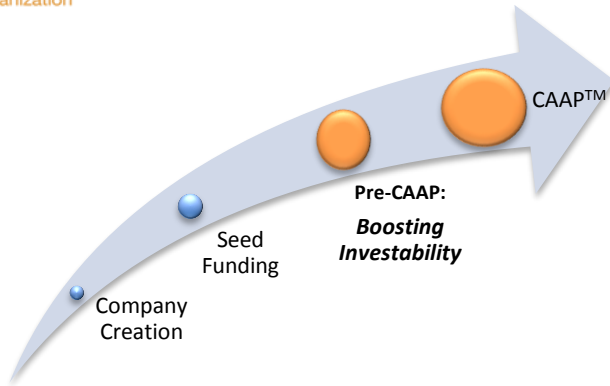




OBIO Pre-Capital Access Advisory Program (Pre-CAAP)



OBIO's Pre-CAAP is your key to boosting investability en route to commercialization and is open to all private companies focused on developing life science products or services. While Pre-CAAP will appeal to companies planning to apply to OBIO's CAAP™ program, all companies that meet simple eligibility criteria are invited to register and participate in Pre-CAAP. More information about Pre-CAAP click [here](#).

Workshop 4:
“Health Economics Strategy”
Kaveh Katebian
Date: Tuesday, November 3rd, 2015
Workshop: 8:30-10:30 AM (Register Here)
Light Breakfast: 8:00-8:30 AM

Kaveh Katebian (Partner, Beaconsfield Group) is an expert in Health and Life Sciences, Procurement Strategy, and Economic Analysis. He leads the firm's economic and analytical strategy projects which are principally focused on developing and implementing approaches that improve health care quality, reduce spending and increase access to innovative technologies.

After the workshop you will better understand:

- value-based pricing and selling in a cash-strapped environment
- how to determine which markets to pursue or leave alone
- pathways to value generation as a guide for R&D activities

And you will learn how to:

- make an economic case for your product
- position your product for success with investors, partners and payors

Pre-CAAP Sponsors:



With the support of the Government of Canada's Economic Action Plan through the Federal Economic Development Agency for Southern Ontario.



OBIO Pre-CAAP Boosting Investability

A Balanced Suite of 7 Workshops available via Live Webinar & In Person

1:1 Coaching for Strategy & Presentations

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Contact: KlausFiebig@obio.ca for more information

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